

# Environmental Design Theory

## Style of Man Hair Salon

1625 Chestnut St, Philadelphia PA

# STYLE OF MAN

The full service salon for men

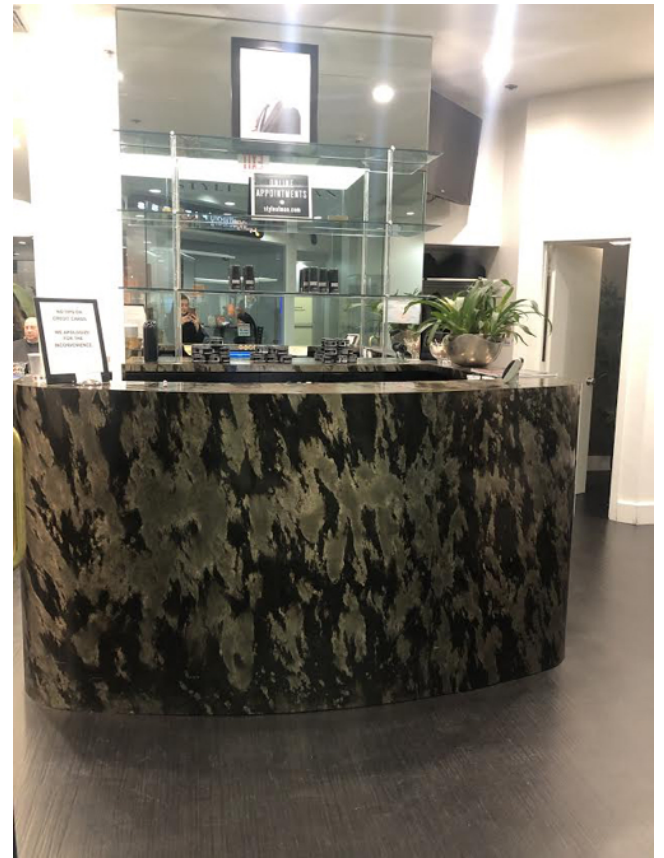


Average Client: 18-55

Located in Center City

Open 9:30 - 6:30

Average 60-100 appointments a day



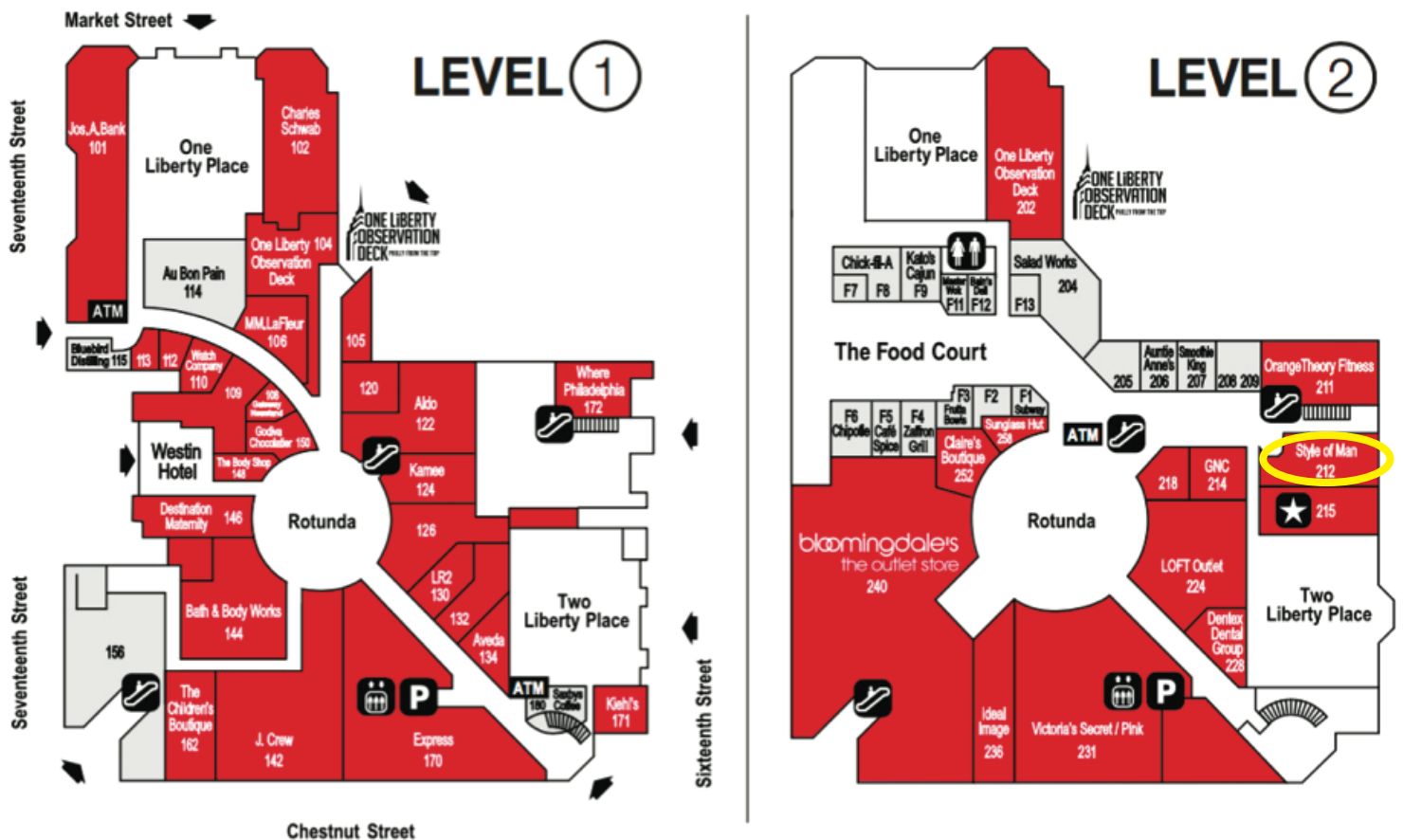
Style of Man has several other locations around the Philadelphia/Pennsylvania area. The center city location is inside The Shops at Liberty Place which is located right by City Hall and the Comcast Center.

Services include: Men's haircut, beard trim, eyebrow wax, MANicure, and kids cuts.

# LOCATION

## What is Liberty Place?

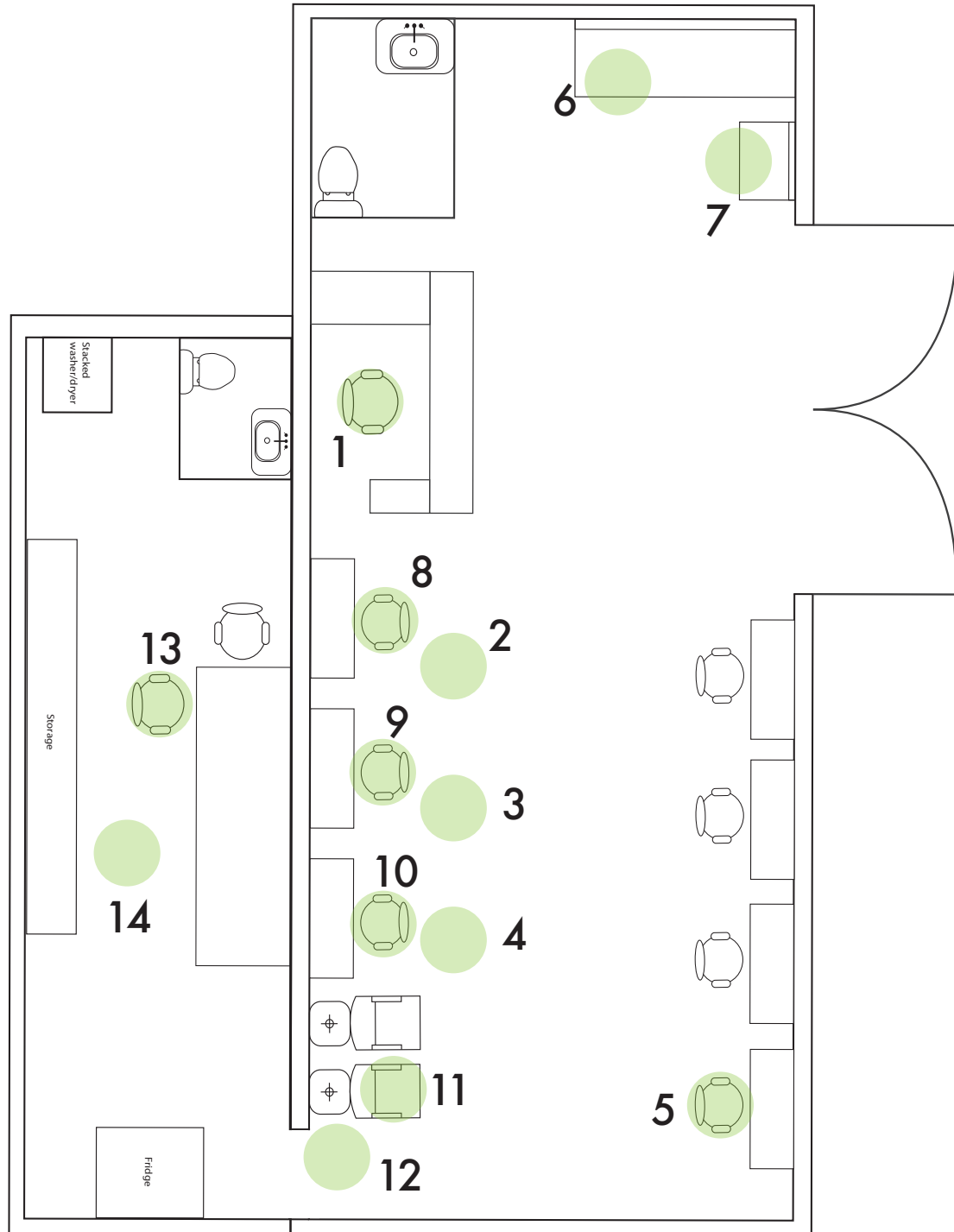
A Dome-topped retail complex in the business district with a mix of shops, services & a food



# Occupancy and Activity Studies

Friday  
Nov 8  
12:09 pm  
Snapshot

1. Receptionist
2. Stylist
3. Stylist
4. Stylist
5. Stylist
6. Man waiting
7. Man waiting
8. Client in service
9. Client in service
10. Client in service
11. Client in shampoo
12. Shampoo woman
13. Stylist
14. Kathy



# Occupancy and Activity Studies

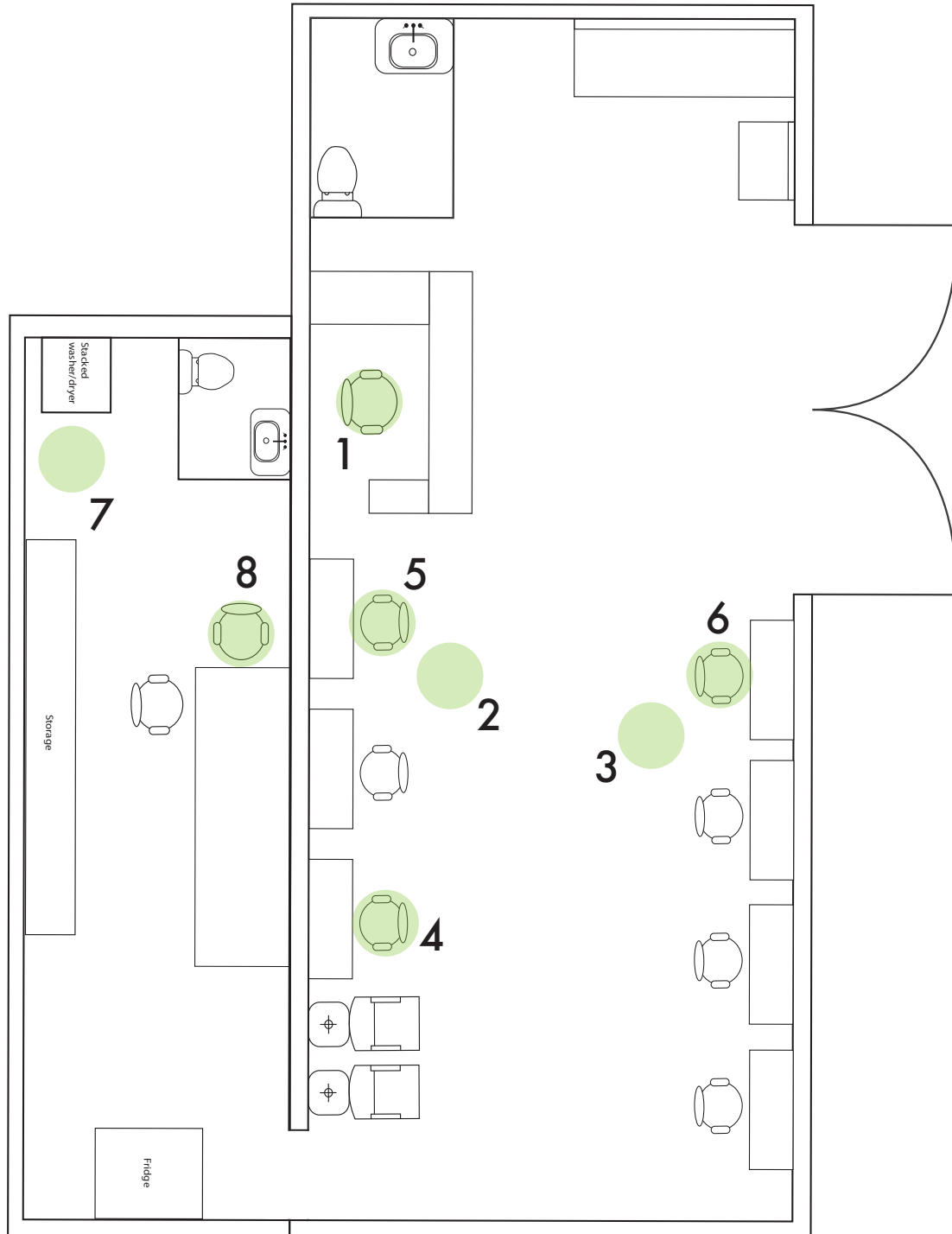
Saturday

Nov 9

3:32 pm

Snapshot

- 1. Receptionist
- 2. Stylist
- 3. Stylist
- 4. Stylist
- 5. Client in service
- 6. Client in service
- 7. Shampoo woman
- 8. Stylist





# SPATIAL ANALYSIS



Majority of spaces serve one purpose. The salon is almost separated into zones for certain activities. In terms of circulation all employees stay at their stations unless taking a break in the back room. Customers have more variation in circulation.

# CONCLUSION

Customers walk in and either immediately approach the reception desk or sit in the waiting area. The door is placed directly in front of the desk in order for people to check in as soon as they walk in. For the remainder of their experience the clients are guided where to go. First from the waiting area to the shampoo station then to their hair dresser's station. Finally at reception to pay for their cut and check out. In a busy salon, employees often have to guide customers on where to go to keep moving. The decor and layout of the salon could always use some work. The doors open up into the mall which can attract people that have caused trouble or made employees feel uncomfortable. Overall for such a small and busy place the layout works for the purpose that it needs.

